



TOOLKIT

CS4ME

CIVIL SOCIETY FOR MALARIA ELIMINATION

**APPLY PROFESSIONALLY
THE COMMUNITY PRINCIPLE
"NOTHING FOR US WITHOUT US",
TRAINING,
CONDUCT EFFECTIVE ADVOCACY,
ADDRESS THE NEEDS OF GROUPS
MOST VULNERABLE TO MALARIA.**

— 2021 —

 **ISA**
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**L'ATELIER
DES
LUTTES**

Why a professional **advocacy** toolkit?

With “**L'Atelier des Luttes**”, a technical advocacy support oriented towards an action to meet **local needs** and build up **successful strategies**.

Empower yourself individually and collectively to build a **comprehensive advocacy plan**.

Understand the tools to carry out **impact work everyday**.

In practical terms, how?



A GOAL
WITHOUT
A PLAN
IS JUST
A WISH.

ENABLE ADVOCACY TO INCREASE ITS INFLUENCE IN DECISION- MAKING AUTHORITIES.

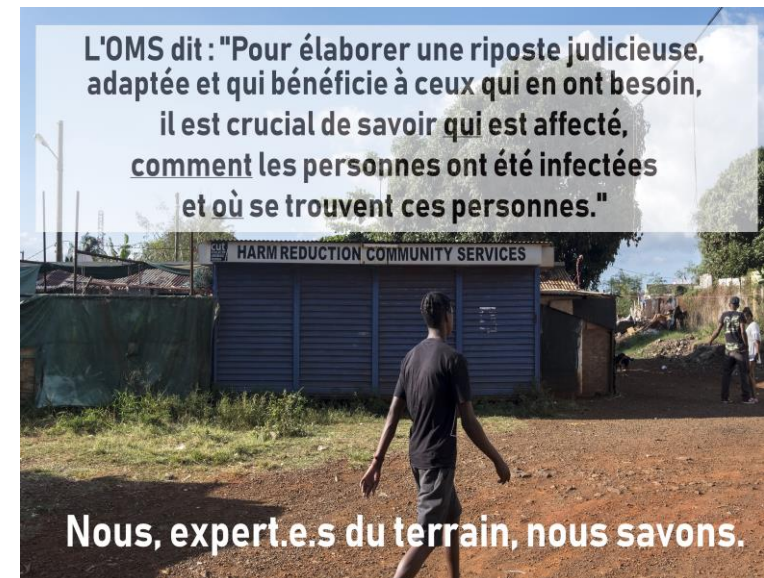
STRATEGIC OBJECTIVES OF THE ADVOCACY TOOLKIT

- Strengthen the participation of malaria-affected communities in national, regional and international decision-making entities, including the Global Fund's Country Coordinating Mechanisms, as well as in their strategic follow-up in national committees.
- Strengthen community influence in policy and program design.

- Ensure that the results of the studies conducted are shared for better consideration of the needs towards the mid-term reprogramming of the Global Fund malaria concept notes and national malaria control strategic plans.

EXPECTED OUTCOME

**CONDUCT EFFECTIVE ADVOCACY TO ADDRESS
THE NEEDS OF VULNERABLE GROUPS TO
MALARIA**



PRACTICAL TRAINING GUIDE FOR ADVOCACY EXPERTS THROUGH 3 AREAS OF COMMUNITY CAPACITY BUILDING



AREA 1

Ensure the conditions for legitimate community contribution involving accountability of leaders to their communities

AREA 2

Support the formalization of the effective contribution of community leaders in the technical and policy dialogue

AREA 3

To accompany the creation of a continuous dynamic of militant mobilization, effective for the feedback of the needs and proposals of the communities

Professionally creating the power to act and enable the will to change

Prove and justify its strategies for change

OVERALL PRESENTATION OF CONTENTS OF THE ADVOCACY TECHNICAL SUPPORT TOOLKIT

AREA 1

Ensuring the conditions for legitimate community input involving accountability of leaders to their communities

AREA 2

Support the formalization of the effective contribution of community leaders in technical and policy dialogue

AREA 3

Accompany the creation of a continuous dynamic of active mobilization, effective for reporting on the needs and proposals of the communities

To professionally create the power to act and equip the desire for change

Prove and justify your strategies for change

1. Individual and collective management of the advocacy activity within the association

1.1 IDENTIFY ADVOCACY TASKS WITHIN THE ASSOCIATION

- Job description for an Advocacy Officer.

1.2 ENSURE THE TRAINING AND CAPACITY BUILDING OF ADVOCATES

- Advocacy technical support mission sheet.

- Individual and group skill progression analysis form following capacity building.

- Advocates Evaluation Matrix.

1.3 ESTABLISH THE REGULARITY AND CROSS-CUTTING NATURE OF ADVOCACY

- Methodology for facilitating advocacy meetings, a central part of the job.

2. Community-based advocacy legitimacy

2.1 CAPITALIZING ON WHAT EXISTS

- Methodology of dual internal and external diagnosis.

2.2 GETTING BACK TO THE BASICS OF NEEDS

- Methodology of advocacy discussions with the community base.

3. Collective strategic construction towards the realization of joint, plural and effective MOBILIZATIONS

3.1 CREATING WIN-WIN STRATEGIES

-> Strategic planning methodology and advocacy action plan chart

3.2 FOCUS ON TIMELY FOLLOW-UP OF TASKS

-> Planning chart for advocacy activities

3.3 EQUIP THE INFLUENCE AND FORMALIZE THE MEANS OF COMMUNITY MOBILIZATION

-> Community mobilization structuring plan

1. Ownership of existing malaria technical EXPERTISE

1.1 CREATE A LIBRARY TO SHARE EXPERTISE

- Method for making expertise available

1.2 MAP THE TARGETS AND PARTNERS OF COMMUNITY EXPERTISE

-> Analysis table of targets and partners

1.3 STRUCTURING THE FIELD EXPERTISE

-> Method for structuring and formalizing field expertise

2. Valorization of community expertise in the field on malaria

2.1 MANAGE THE PRODUCTION OF ADVOCACY NOTES AND ARGUMENTS

-> Methodology for producing advocacy notes and arguments

2.2 ENSURE THE JUSTIFICATION OF NEEDS IN THE FIELD

-> Self-training on strategic information about the epidemiological status of malaria

2.3 TAKE OWNERSHIP OF THE DECISION MAKING PROCESS ON MALARIA WITHIN AND OUTSIDE THE COUNTRY

-> Methodology for increasing influence through official positioning, alerting and relaying claims from the field

1. Formalization of claims for an EFFECTIVE PARTICIPATION of the leaders in the decision-making levels.

3.1 FIGHTING FOR THE PROPER FUNCTIONING OF THE CCM & THE STRATEGIC MONITORING COMMITTEE

-> Advocate for the acknowledgement of malaria representatives on the CCM

3.2 SUCCESSFULLY INTEGRATE COMMUNITY PRIORITIES INTO GLOBAL FUND GRANTS

-> Methodology for developing a community priority interventions guide

2. Ownership of the workplan for a REGIONAL GROUP of community advocacy experts

-> Methodology and tools for organizing as an effective multi-country working group

3. Accompanying REPROGRAMATIONS of Global Fund concept notes and national strategic plans

-> Provide financial justification of needs and ensure ongoing dialogue on budget monitoring for the fight against malaria in the country

ADVOCACY TECHNICAL SUPPORT TOOLKIT

DARE TO DISPLAY ITS INFLUENCE

Use technical advocacy support tools to impose community priorities in the governance of social struggles



The management of the associations, their teams and the community base represented can now share a common understanding of the resources offered by the self-referral of the actors of health democracy to collectively take up the challenges of public health. Over the years, taking on professional advocacy methods has allowed us to observe the following in practice:

- Relying on the daily use of the tools: installing new working methods makes it possible to benefit from the contributions of the methodology on a daily basis in order to reinforce the impact of advocacy activities and ensure the transition from reactive to planned advocacy. This change of perspective allows us to act on the agenda of the fight and no longer simply seize opportunities to react.
- Bringing the community principle of collective construction to life: the involvement of directors and presidents in the strategic planning process and the adoption of the methodology through common working documents makes it possible **to consolidate the cross-cutting and inevitably group-based dimension of advocacy.**
- Strengthen credibility through the time spent formalizing expertise; having dedicated human resources enables the indispensable alliance between the experience, recognition, legitimacy, and existing social capital of associations, through their directors or presidents; and the monitoring of action plans, production of advocacy expertise, canvassing and dialogue with allies and targets, etc., i.e., the time and concrete work tasks of advocates. **Positioning as a community leader and building evidence of legitimacy.**
- The contributions of the methodology to capitalize on and make visible the advocacy work carried out until now without dedicated means: activities such as dialogue with decision-makers, reactions to dysfunctions, and various contributions to improving the response are often managed until now by directors or presidents, without necessarily being capitalized on. The scope of advocacy work is now part of a detailed roadmap for advocates under the control of their management, and the building of multi-skilled teams is becoming effective in achieving the set objectives. After appropriating the professional methods of advocacy, a consensus on the indispensable nature of advocacy positions is even perceived as a necessity in order to become a strong collective actor.

ACT AT THE NATIONAL AND INTERNATIONAL LEVEL FOR LARGE-SCALE SOCIAL TRANSFORMATIONS

The organizations are united around the common interest of social transformation, and the structuring of internal advocacy is one of the steps to achieve political and social change. Acting in countries via national advocacy carried out by the organizations and coordinated inter-organizations and at the regional and global level via multi-country solidarity teams to influence political decision-makers and national and international bodies, in order to improve policies impacting on the fight against malaria, carry out technical advocacy files and carry out mobilization campaigns built together.

**"L'Atelier des Lutttes" ACCOMPANIES THE IMPLEMENTATION OF THE ADVOCACY METHODOLOGY AND WISHES TO ENSURE ITS ROUTINE EFFECTIVENESS:
Training, operational advocacy action plans, internal structuring of advocacy and reinforcing the power of communities as national and international actors**

STRENGTHEN BY AREA, STEP BY STEP & RELY ON TECHNICAL SUPPORT FOR ADVOCACY

AREA 1: Ensuring the conditions for legitimate community input involving accountability of leaders to their communities

To professionally create the power to act and equip the desire for change

PRACTICAL METHODOLOGY

- 1. Individual and collective management of the advocacy profession internally
 - 1.1 IDENTIFY ADVOCACY TASKS WITHIN THE ASSOCIATION
 - Job description for an Advocacy Officer
 - 1.2 ENSURE THE TRAINING AND CAPACITY BUILDING OF ADVOCATES
 - Advocacy technical support mission sheet
 - Individual and group skill progression analysis form following capacity building
 - Litigator evaluation grid
 - 1.3 ESTABLISHING THE REGULARITY AND CROSS-CUTTING NATURE OF ADVOCACY
 - Methodology for facilitating advocacy meetings, a central part of the job
- 2. LEGITIMACY of community-based advocacy
 - 2.1 BUILDING ON WHAT EXISTS
 - Methodology of dual internal and external diagnosis prior to planning
 - 2.2 BACK TO THE BASE OF NEEDS
 - Methodology of advocacy focus groups with the community base

REINFORCEMENT OBJECTIVES

CREATE OPERATIONAL ADVOCACY POLES in associations with advocacy human resources to serve the COLLECTIVE

DEVELOP THE STRATEGIC CAPACITY of the association with tangible advances in positioning, influence and RESULTS

DEDICATE HUMAN RESOURCES TO ADVOCACY AND PRIORITIZE THE METHODOLOGY ON A ROUTINE BASIS

PRAGMATIC ADVICE: GO IN SEARCH OF FUNDING DEDICATED TO THE STRUCTURING OF ADVOCACY, THE FINANCING OF ADVOCATE POSITIONS, INTERNAL OPERATIONS AND ACTIVITIES.

WITH "L'ATELIER DES LUTTES": Project preparation and budgeting within the framework of the financing strategies of community associations for the sustainability of advocacy and donor diversification.

Experiences: submission of a human rights project to the European Union; submission of a health and rights clinic project to PEPFAR; project design and implementation of an advocacy program agreement with the French Development Agency..

Ongoing: writing and supporting RiPOSTE projects on the EFFECTIVE participation of community leaders in decision-making instances, (Expertise France Initiative funding)

1. Individual and collective in-house management of the Advocacy profession

1.1 BE ABLE TO IDENTIFY ADVOCACY TASKS IN THE ASSOCIATION

TOOL: JOB DESCRIPTION OF HUMAN RESOURCES DEDICATED TO ADVOCACY

1. The missions of a lobbyist are:

1. Act directly to improve the effectiveness of national public policies affecting the malaria epidemic and facilitate:

- The maximization of the health and societal impact of malaria control budgets in the country and the influence of the National Program and other national authorities
- The effective functioning of malaria control governance structures and resources and effective participation in meetings of the CCM and other Global Fund country coordinating mechanisms
- The resolution of administrative or political problems encountered by the fight against malaria in general in the country and in the field through community activities in particular
- Full funding for malaria control and health in the country, including mobilization of domestic resources
- Medication accessibility and quality of care for People;

2. To improve the public policies reflected in the Global Fund to Fight AIDS, Tuberculosis and Malaria, at the Board and Secretariat levels, through direct participation in the dialogue

3. Contribute to the advocacy actions carried out by national and regional partners

4. Contribute, through advocacy, to the achievement of the association's overall goals and missions.

2. The main tasks of a pleader are

The missions and tasks of an advocate are part of the action of the advocacy team of his/her association and the regional advocacy team that his/her organization has created to carry out an international influence

* With the association's internal and external resources of expertise: prepare the action

- Public policy analysis of national and global malaria control, co-infections and rights
- The conduct of regular internal exchanges on advocacy at all levels for the realization and permanent strategic readjustment and legitimacy of the action plan developed
- Gathering the information necessary to diagnose obstacles and constraints and producing analyses and arguments on the problems analyzed and the high-impact solutions resulting from community expertise
- Technical analysis and management of certain advocacy files (e.g., access to medicines for children and pregnant women) or the follow-up of certain strategic interlocutors (e.g., Southern NGO Delegation to the Global Fund)
- Preparation of notes, letters and other advocacy documents for the intended targets

* Acting, deploying its influence and analyzing its action

- Dialogue with decision-makers and participation in national and international bodies involved in the fight against malaria: formal and informal meetings with civil servants, associative partners, journalists, politicians, etc.
- Preparing and carrying out the advocacy actions planned in the advocacy action plan and organizing influence events, including conferences and rallies
- Working with the media and monitoring relations with journalists in conjunction with the communications department
- Building alliances with other national and international civil society organizations and conducting international lobbying missions, as well as post-mission follow-up
- Monitoring of the advocacy program budget in conjunction with the association's management as well as the specific fundraising of the association's advocacy division and good coordination of its activities with the rest of the association's activities, in particular with the management, in the first line of advocacy
- Regular project reporting and accountability at the technical and financial levels: writing activity reports, newsletters, expense budgets, funding requests, mission reports, responses to emails and solicitations
- Self-assessment of the advocacy activities carried out and conducting the internal structuring of the function

OBJECTIVES OF THE INTERNAL ADVOCACY FUNCTION

SERVICES OF "L'ATELIER DES LUTTES"

Support to recruitment & transfer of candidate selection tools :

- Sourcing the right profiles
- Application form/questionnaire at the cover letter stage
- Written tests
- Oral interview guide for the detection of advocacy skills
- Candidate selection grid



Support to the follow-up of the position:

- Training-ownership program
- Individual capacity building plan - setting objectives for the position
- End of probationary period evaluation guide

1. Individual and collective in-house management of the advocacy profession - continued

1.2 ENSURE THE TRAINING AND CAPACITY BUILDING OF EMPLOYEES DEDICATED TO ADVOCACY

TECHNICAL SUPPORT MISSION SHEET TOOL

1. Establish an offer of capacity building in advocacy within the associations

- Creation of a training program to strengthen in-house expertise: understanding community advocacy and the scope of action of leaders and other people involved with them, mandate and accountability of representatives sitting on local, national and international decision-making bodies, understanding how malaria control governance and the Global Fund work, national and international malaria advocacy issues, identification of dysfunctions in malaria advocacy, and the role of the Global Fund. The training will include: understanding community advocacy and the scope for action of leaders and others involved with them, mandate and accountability of representatives sitting on local, national and international decision-making bodies, understanding the functioning of malaria control governance and the Global Fund, national and international issues in malaria advocacy, identification of dysfunctions in quality care, with a focus on key and criminalized populations, identification of structural and social barriers to access to care and health rights, improvement of national results in care and mortality reduction.
- Draft and then readjust an annual roadmap of the capacity building strategy that has been developed
- Develop and formalize (according to the needs expressed and in the most appropriate form) capacity building tools and work to consolidate internal expertise through the animation of an advocacy toolbox
 - * Formalize expertise: initial diagnosis of needs in the field: external context diagnosis, internal diagnosis, internal notes on the structuring of advocacy through the role of malaria representatives and leaders, support in conducting meetings, support in public speaking, media training, etc.
 - * Strategically plan advocacy: national and international policy dialogue, letters, memos, workshops, leveraging and dissemination of expertise, etc.
 - * To ensure the regional dynamics of advocacy: to ensure the mutualization of tools in inter-association in order to feed the multi-country team spirit .

2. Provide routine advocacy capacity building

- Establishing a relationship of trust to ensure advocacy coaching for leaders to strengthen their leadership: bringing proposed solutions to the decision-making process, based on the resolution of public policy problems and blockages in GF grants and focused on concrete results to improve the situation of people affected by malaria and access to high-impact prevention and care tools
- Within the framework of the regional advocacy dynamic: ensure the co-facilitation of practice sharing and experience exchange with other regional community partners on advocacy capacity building issues

PRAGMATIC ADVICE: CONTINUOUSLY MOBILIZE ASSOCIATIONS ON COMMUNITY EXPERTISE FOR ADVOCACY PURPOSES

WITH "L'ATELIER DES LUTTES"

Conducting a dynamic organizational work site to structure expertise on problems and solutions: setting up regular advocacy talks and community forums

1.2 ENSURE THE TRAINING AND CAPACITY BUILDING OF EMPLOYEES DEDICATED TO ADVOCACY - CONTINUED

TOOL - CAPACITY BUILDING PROCESS PROGRESSION CHART

The complexity of the job entails a duty to support the autonomy of the human resources dedicated to advocacy and towards an efficient transversal operation..

MANAGEMENT OF ADVOCACY FUNCTION		
Advocacy functions	Technical advocacy skills to be strengthened	Priority capacity building activities for the next 6 months
Expertise on advocacy issues, information research and ownership		
Written production of analysis and rationale.		
Knowledge of the political environment to exercise advocacy, manage decision-maker relationships & ability to be strategic and convincing to sell decisions		
Work with the media		
Building alliances and inter-associative mobilization		
Working methods and reporting		
Action organization - events of influence		

1.2 ENSURE THE TRAINING AND CAPACITY BUILDING OF EMPLOYEES DEDICATED TO ADVOCACY - CONTINUED

TOOL - EVALUATION GRID FOR ADVOCACY WORK

Under the joint responsibility of the head of the advocacy unit and the management of the organization, the evaluation interview provides an analysis of the satisfactions and difficulties encountered in the performance of tasks, the identification of causes and solutions to remedy them.

Advocate Evaluation Grid			
Individual evaluation fields	Content of the review exchanges with the pleader.	Key points	Items to be reinforced
Implementation of the action plan and formalization of adjustments	<ul style="list-style-type: none"> - Assessment of tasks completed, progress made and difficulties encountered - Review the indicators of advocacy work in relation to the activities carried out 		
Time and means devoted to the implementation of the tasks	<ul style="list-style-type: none"> - Workload assessment - National, regional and international advocacy - Autonomy and room for maneuver in the position - Needs to improve mission delivery 		
Implementation of the capacity building plan	<ul style="list-style-type: none"> - According to the priorities and activities set in the individual plan 		
Integration within the association	<ul style="list-style-type: none"> - Communication with the Board, other colleagues and members of the association - Influence of the advocacy position on other association programs 		
Integration into the regional advocacy team	<ul style="list-style-type: none"> - Relations with the national and inter-country associations - Contribution of the team for the advocate. - Advocate's inputs to the team 		
Modalités de travail et reporting	<ul style="list-style-type: none"> - Work organization - Respect of deadlines 		

PRAGMATIC ADVICE: IMPLEMENTATION OF A CAPACITY BUILDING STRATEGY ADAPTED TO THE HUMAN RESOURCES PROFILES AND THE ASSOCIATIVE CULTURE OF THE STRUCTURE

WITH "L'ATELIER DES LUTTES"

* Facilitation of advocacy meetings and capacity building sessions in advocacy with teams and individuals

* Supporting the management of the structures in the function of senior advocacy, analysis of the practices and management of the advocacy

1.3 TO ESTABLISH THE REGULARITY AND TRANSVERSALITY ASSOCIATED WITH ADVOCACY

TOOL - WEEKLY ADVOCACY MEETING FACILITATION SHEET

Indicative agenda for a advocacy meeting

1. Advocacy work in progress

Simultaneous reading of the action plan

- Points of attention from discussions on current advocacy issues
- Status of advocacy work, documents to be produced and events to be held
- Advocacy appointments made and follow-up
- List of inter-associative meetings held and follow-up
- Communication/advocacy cross-cutting point

! Warning points

Strategy alert and meeting to be dedicated to it for the strategic readjustments of the action plan

2. Individual capacity building plan

- Follow-up of CR sites
- New application Advocate / Feelings about the position
- Proposals for support staff

3. Associative structuring around advocacy

- Ongoing structuring projects
- Activities carried out and to come

4. Administration / Finance / Logistics

- Finance item
- Calendar item / Upcoming trips

5. RECORD OF DECISION AND ACKNOWLEDGEMENT OF VALIDATION

From the association's management

From partners on joint advocacy

PRAGMATIC ADVICE::

ADVOCACY IS ABOVE ALL A TEAM EFFORT,
A COLLECTIVE IMPERATIVE

"L'ATELIER DES LUTTES"

* Organizing advocacy team seminars for the collective strategic construction of strengthening plans and national or multi-country advocacy actions



ADVOCACY IS ABOVE ALL A TEAM EFFORT, A COLLECTIVE RESPONSIBILITY

2. Legitimacy of community-based advocacy

2.1 CAPITALIZE ON THE EXISTING

METHODOLOGY TOOL FOR THE DUAL INTERNAL AND EXTERNAL DIAGNOSIS PRIOR TO PLANNING

WHY A DUAL ADVOCACY DIAGNOSIS?

To measure the level of the challenges in relation to our real potential for action

To analyze the possibilities of action and the main lines of the political and cultural strategy of the association in light of its history

la Strengthen the performance of the association's advocacy pole, the professionalization and sustainability of its advocacy, in conjunction with active partners on the same issues.

Introducing the diagnostic tool

The approach consists of conducting an internal and external diagnosis through exchanges within the association on the state of structuring of its advocacy and on the political and social environment in which the struggle is taking place in the country. A common base of knowledge on the advocacy context in which the advocates work is established and allows for the identification of priority reinforcement paths towards the professionalization of the advocacy pole of the structure, in parallel with the individual capacity building plans that are specifically established for each advocate recruited, towards professionalization for junior profiles and the optimization of their skills for senior profiles

Working towards the elaboration of an internal and external diagnostic report with the following objectives:

- Establish the strengths and weaknesses of the structure with regard to the advocacy function and outline the structuring projects
- Understand the vision of the organization's members on the internal development of advocacy (recruitment of additional advocacy human resources? development of an advocacy unit? advocacy governance?)
- Set up work priorities or focus points for effective advocacy governance or an effective advocacy unit (to be defined according to each organization's own criteria)
- Share a common understanding of the local context and the association's scope for advocacy in its political and social environment



Expected outcome: a comprehensive diagnostic report
as a baseline for evaluating the impact of the advocacy carried out.

On the evolution of the internal structure of advocacy in the association, towards a structured and operational advocacy pole, articulated with the decision-making bodies, the grassroots activists, the local team and the regional advocacy team

- On the progress made in advocacy given the realities of the situation at all levels - national, regional and international

ACTIONABLE ADVICE: FOCUS ON DIAGNOSIS

SERVICES OF "L'ATELIER DES LUTTES"

* Diagnosis, interviews with teams and par

EXTERNAL ADVOCACY DIAGNOSIS 1/3: WHAT INSTITUTIONAL GOVERNANCE OF THE FIGHT IN THE COUNTRY?

>> General overview

- Epidemic profile
- Key data
- Current key issues :
- success and frustration

>> Management issues

- History; precursor actors; turning points in the fight against malaria
- Cost of care (displayed and actual)
- Available medicines
- Focus on the pediatric situation and PMTCT
- Drug management: quantification, supply, shortages
- Analysis of Barriers to Quality ECP

>> Issues of access to care

- Actors of care
- Effective intervention approaches
- Access to prevention tools

>> Discrimination issues

- Punishment of key populations
- Distance to care

>> Institutional organization of the fight against malaria

- The main institutional actors (mapping)
 - Their power relationships
- Analysis of strategic decision-making locations

>> Political management of the fight against malaria

- Commitments made / not achieved
- History of relations between authorities and civil society
 - Places, instances or levels of consultation between authorities and civil society
 - Progress obtained under activist pressure
 - Supporters at the institutional

level

>> Governance of the health sector in general, the fight against malaria in particular

- Corruption
- Identification of bottlenecks and mismanagement

>> Associative landscape of the fight against malaria

- The main associative actors (mapping).
- Inter-associative relations
- International NGOs and their role/interaction with local civil society

>> Larger associative landscape (civil society and counter power)

- Human Rights Associations
- Anti-corruption associations

>> Major donors (excluding the GF) and international actors involved in the fight against malaria

- Which donor on which project
- Role in National Response
- History of the organization

>> Global Fund in-country

- History of in-country relations
- History of previous grants
- Relationships with Principal Recipients and Sub-recipients
- Stakeholders at the CCM and their interactions and power relations
- National issues related to the new funding model; process for writing the concept note
- Current status of the grant
- Current issues at the CCM level
- Direct relationship with the country's Portfolio Manager and regularity of exchanges

EXTERNAL ADVOCACY DIAGNOSIS 2/3

WHAT IS THE SOCIO-POLITICAL CONTEXT FOR CONDUCTING ADVOCACY IN THE COUNTRY

>> Political situation

- History since independence
- Recent social movements
- Profile of the current government and upcoming elections
- Profile of the opposition parties and power relations
- Current political issues (current issues or issues in which the government is/will be involved)

>> Policymakers' response to advocacy (in general)

- History of advocacy relationships in the country (lobbying and public mobilization)
- Strategies that pay off
- Mistakes not to repeat

>> Freedom of expression

- Freedom of the press
- Relations between associations and the media
- Articulation advocacy / communication

>> Militant / activist background

- History of activism & social mobilizations
- Perception/acceptance of activism (experiences, flexibility, retaliation, etc.)

>> Inventory of actions in the country (all fights combined)

- Public mobilization
- Other types of strategies
- National windows of opportunities

+ For more information:

Researchers to contact, Bibliography on the country

EXTERNAL ADVOCACY DIAGNOSIS 3/3: WHAT ADVOCACY HAS THE ASSOCIATION CONDUCTED TO DATE?

>> History of the advocacy carried out by the association

- Fights carried out
- Actions carried out / targets aimed at
- Advocacy "figures" in the association
- Resource persons on advocacy

>> Directory of action of the structure

- logic: lobby, formal and informal meetings
- Outsider" logic: media coverage of claims, public mobilization, street action
- Inter-associative logic

>> Advocacy and security of activists

- Freedom of expression
- Risk to personal safety

>> Assessment of the work in progress with decision-makers

- Working relationships with targets: collaboration, power relations
- Pace of advocacy meetings and current climate
- Timeliness of demands in relation to the political agenda

>> Analysis of the advocacy work carried out by the association

- Strengths
- Weaknesses
- Lessons learned
- Mistakes not to be repeated
- Prospects for the future

>> Tactical inventory of the association's actions

- Type of mobilizations carried out
- Margin of maneuver for which type of public mobilization
-

>> Relationship with the media

- Existing updated press file and communication plan
- Allied journalists
- Cost of the press
- Frequency of press releases and press conferences
- Fight against malaria in the national media

>> Capacity to mobilize in inter-association

- History of inter-associative mobilizations
- Current issues in relation to inter-association

>> Perception of the association by the external environment

- By the national authorities
- By the inter-association
- By the population
- Internationally and what connections with international activists

INTERNAL ADVOCACY DIAGNOSIS: HOW IS ADVOCACY WORK CURRENTLY ORGANIZED?

>> Missions/Values/Vision around advocacy

- > Advocacy display and perception internally and advocacy display externally

>> Internal ownership of advocacy

- Strategic advocacy documents and internal dissemination
- Ownership of advocacy as a means of action by elected officials, employees, activists and beneficiaries
- Communication system for the transmission of information on advocacy

- >>Role of decision-making bodies in advocacy

- OrAdministrative, decision-making and implementation bodies
- P Development and validation process of the strategic plan and the advocacy action plan in the decision-making bodies

>> Specific meetings on advocacy

- Internal meetings with a focus on advocacy

>> Articulation of advocacy with members/activists/volunteers

- Modalities of participation of members in the events of the associative life related to advocacy?
- Potential strike force for advocacy actions (what activist potential)?
- Articulation of advocacy with the association's other programs: community research, fundraising, communication

>> Integration of an Advocate

- Internal information flow system
- Input from internal advocacy resource persons

>> Employees

- What advocacy work is being done today? By whom?
- How is the staff involved in the decision making process and informed about the advocacy life of the association?

>> Beneficiaries

- Are the beneficiaries involved in the organization of the association? if yes how?
- Do they participate in the actions? if yes how?
- How are they informed about the association?
-

>> Monitoring and evaluation

- What are the tools for evaluating the impact of actions on beneficiaries in terms of care
- How will the products of the evaluations be articulated to feed the advocacy?

2. Legitimacy of Community-Based Advocacy - continued

2.2 BACK TO THE BASE OF NEEDS

TOOL - METHODOLOGY FOR ADVOCACY FOCUS GROUPS WITH THE COMMUNITY BASE

Based on family, social, security, administrative problems, problems of access to services, quality of care, problems of violation of rights, and those related to strict survival... and therefore of human dignity, here is a table to list:

- the consequences on people's experience by categories of problems: self-esteem, distance or refusal of prevention and/or care, financial difficulties in accessing care, poor quality of care, lack of prevention and/or care offer, etc.
- void areas by category of need - what is needed but not available: prevention tools, care capacity, means given to find the excluded, etc...

everything will be okay
in the end.

if it's not okay,
it's not the end.

(unknown)

From this mapping of problems, this table extends the analysis to the means of addressing the needs of those involved.

The only question now is: what resolution?

The conversion of the problem into a visible collective need is a first step to move from the consideration of a personal case to the formulation of a political claim. Peer educators are the relays for collecting the life stories of people in their community, which is why the work practices between the field activities and the PC advocacy teams must find a work site for capacity building in advocacy.

The organizational issues of the circulation of information from the field around advocacy raise the question of testimony as a political tool, the means of promoting these testimonies, the types of testimonies by categories of targeted impact (who speaks for what to obtain what change?), are centered around the concrete issue of the personal insecurity of being PC.

It is then up to community leaders to demonstrate solutions despite the enormous difficulties that the problems raise in the daily lives of their people..

This is the strength of field expertise.

Advocacy discussion groups

Proposed method

"From beneficiaries to actors of the fight"
 "From consumers of services to a force for proposals "

question of the testimony..

In practice, the discussion groups build a collective voice

>> Use the table below as a guide for facilitating and leading the session on the daily life of the people involved translated into problems..

We make people talk about their problems, and on the basis of this experience, of these feelings, we explain the collective problems that this represents.

The aim here is for everyone to appropriate a common language and a community of destiny through the problems encountered on a daily basis. As the people are launched in a speech which is their own, we question the

1 /We are aware of the specific problems of our communities

Group discussion on the issues, freeing up speech and questioning the testimony

ET 2/ We are aware of the solutions to our needs"

Group discussion on the needs behind the problems, answers and solutions

Experiences of those involved translated into problems " We are aware of the specific problems of our communities"		Needs turned into solutions " We are aware of the answers to our needs."	
Types of issues	Testimonies	Requirements	Solutions

PRAGMATIC ADVICE: FREEING THE WORD AND USING THE POWER OF TESTIMONY WITH THE WORKSHOP OF STRUGGLES

TRAINING IN PUBLIC SPEAKING

PICTURES OF STRIKE

3. Methodology of **collective strategic** construction towards the realization of transversal, plural and effective mobilizations

3.1 CREATE WIN-WIN STRATEGIES

TOOL - STRATEGIC PLANNING METHODOLOGY

From real problems to concrete goals for resolution: **PROBLEM → CAUSE → TARGET**

The challenges of community advocacy lie in the conversion of field expertise into advocacy expertise, in the collective development of all the diversity of field expertise (association leaders, patients, CEP actors, financiers ...). An action plan is not decided only between the advocate and the director: community mobilization is a prerequisite for legitimate community advocacy. However, afterwards, it is the advocates who will have the full-time responsibility of conducting the advocacy, guaranteeing its legitimacy and feeding into the strategy.

Building an advocacy action plan implies a duty of education around the power to act, of this search for influence on the policies in place. The quality of community building brings legitimacy to the profession, to the intentions and principles applied.

From the problems of public policy, public health, social, psychological... these problems that create suffering and death yet avoidable are also political challenges that hinder the ability of countries to meet the national and international objectives of the fight against

The steps from pragmatic strategy building to successful planning are as follows: *suivantes* :

- List these problems, in a comprehensive manner, to get the big picture
- Break down each problem to identify responsibilities
- Analyze the causes of the responsibilities for each problem
- Understand who holds the keys to the problem and how we can influence them
- List the targets that will meet the challenge of resolution for us
- List the activities to be implemented to encourage the targets to adhere to our demands
- Maintain transversality by remaining proactive in the work areas related to the advocacy axis

The steps from pragmatic strategy building to successful planning are as follows:

AREA	Addressing public health	Challenges of public policy	Causes of problems	Objective of change	Resolu- tion targets	Affilia- tes	Internal prerequisite activities to the action	Advocacy tools for disse- mination	External Influencing Activities	Advocacy meetings & Expec- tations	Large-scale advocacy event	Related internal work sites

Building an advocacy action plan takes time, several days of collective work, ideally 1 week of work to have a comprehensive overall action plan, leaving advocates with a roadmap with no grey areas.

3. Collective **strategic construction** towards the realization of transversal, plural and effective mobilizations - continued

3.2 FOCUS ON CONTINUOUS MONITORING OF TASKS

TOOL - BACKWARD PLANNING OF ADVOCACY TASKS

Advocacy means constant efforts to advance demands.
Task by task, step by step, we must be rigorous in the reporting of these influencing efforts..
They are the proof of our will to change, strategically supported, scientifically justified.

ON THE BASIS OF THE ACTION PLAN: Retroplanning of tasks on advocacy activities	
Advocacy focus	Concrete advocacy objective formulated in terms of resolution
	Activity 1 (creating influence through advocacy work)
	Working tasks
	Task 1 (e.g., set a meeting date and contact the appropriate people)
	Task 2 (example: prepare a note for distribution at the meeting)
	Task 3 (example: rent a room for the press conference)

FIGHTING WORKSHOP SERVICES: TEAM SEMINAR TO DEVELOP PRIORITIZED AND ACHIEVABLE ADVOCACY ACTION PLANS, BROKEN DOWN INTO OPERATIONAL ROADMAPS AND TIMELINES

Methodology for constructing and using advocacy working papers :

- The internal action plan: an operational and strategic working document that is constantly being readjusted (which does not have to be distributed)
- The external strategic plan: a public document at the frontier of advocacy, communication and fundraising

3. Collective **strategic construction** towards the realization of transversal, plural and effective mobilizations - continued

3.3 TOOLING UP INFLUENCE & FORMALIZING THE MEANS OF COMMUNITY MOBILIZATION

It is up to each association to create its own advocacy identity and repertoire of action, according to its associative culture, its socio-political context, the institutional environment and its own activist resources.

Ideas for actions towards advocacy targets are limited only by the activist imagination and the constraints of the political context:

- Decision-makers
- The media
- Social influencers
- Religious leaders
- The scientific community

TOOL - COMMUNITY MOBILIZATION STRUCTURING PLAN

STRUCTURING PLAN FOR FIELD MOBILIZATION: DIRECTORY OF ACTIONS TO MOBILIZE THE PEOPLE CONCERNED AND THE TARGETS			
EXAMPLES OF EFFECTIVE ENGAGEMENT ACTIVITIES HERE: DEMONSTRATING WHAT WORKS WITH COMMUNITIES	ADVOCACY TOPICS WORKED ON HERE: TOPICS ON WHICH TO LIBERATE THE VOICE OF THE COMMUNITIES	WAYS TO PROMOTE THE EFFECT OF MOBILIZATION IN THE FIELD HERE : HOW TO BE HEARD	DATE AND OPPORTUNITY OF BROADCAST HERE : RESPONDING

AREA 2 Support the process of formalizing the effective contribution of leaders in the technical and political dialogue

To professionally create the power to act and equip the desire for change

PRACTICAL METHOD	REINFORCEMENT OBJECTIVES
<p>1. Ownership of EXISTING TECHNICAL EXPERTISE on malaria</p> <p>1.1 Create a Shared Expertise Library - How to make expertise available to master existing data</p> <p>1.2 Mapping the targets and partners of community expertise - Analysis table of targets and partners.</p> <p>1.3 Structuring plan for field expertise</p>	<p>Structuring, valorization, dissemination and recognition of field expertise in policies and budgets</p>
<p>2. Formalising FIELD EXPERTISE on malaria</p> <p>2.1 Methodology for advocacy notes and case studies</p> <p>2.2 Methodology for country summary sheets on the epidemiological situation</p> <p>2.3 Methodology for integrating community priorities into Global Fund grants</p>	
<p>3. Formalization of the demands for an EFFECTIVE PARTICIPATION in the decision-making authorities.</p> <p>3.1 Input for national authorities towards the creation of national task forces</p> <p>3.2 Notes for CCMs and Strategic Monitoring Committees</p>	

DARE TO POSITION ITSELF AS A LEGITIMATE COMMUNITY EXPERT TO ENSURE CO-PILOTING OF MALARIA POLICIES

PRAGMATIC ADVICE: PUSH FOR THE IMPLEMENTATION OF STATED SUPPORT FOR THE COMMUNITY WITH "L'ATELIER DES LUTTES"

- Support in the drafting of technical advocacy briefs
- Support for the construction of strategies based on scientific arguments and evidence of the impact of field action
- Mobilizing partners to strengthen the leadership of field expertise

1. Ownership of **EXISTING TECHNICAL EXPERTISE** on malaria

1.1 CREATE A LIBRARY OF SHARED EXPERTISE

TOOL - METHOD FOR MAKING EXPERTISE AVAILABLE TO MASTER EXISTING DATA

Maintaining a library of advocacy materials is a way to build arguments without having to reinvent everything. Appropriating the technical documentation allows us to understand the language used by the audiences and to create work sites with them based on what they promise in the official texts. Community expertise is welcomed in theory; in practice, it should be a guide to health impact.

It is up to you to move from their theory to your practice as experts in the field

Step 1: Add national documents related to health and human rights in the country to master available strategic information: national strategy document; national guidelines; CP-related documents/regulations; national HIV budget - ETC.

Step 2: Add CCM/FM documents to master your role as a representative : CCM organizational chart and constitution; CCM bylaws; CCM terms of reference; grant details/concept note being developed (note and budget); strategic monitoring plan; list of committees; CCM evaluation and CCM self-assessment; performance report from last grant; performance framework and report; progress report on disbursement requests (PUDR) - ETC...

Step 3: Add documents that inform the advocacy analysis: WHO documents and management guidelines; advocacy documents from other partners; studies and research; methodological guides on field interventions - ETC...

It is up to you to act against the lack of information, to make visible the need for data that would otherwise invalidate the development of programs

Step 1: List the data needed to argue and advocate for the unrecognized needs of those affected: population/situational studies; mapping; environmental assessment for key populations - ETC.

Step 2: Advocate for the production of strategic information needed to increase the impact of the fight on the ground.

Justification of the need for data	Missing data	Targets to be approached for the creation of missing data
<i>e.g. deploying a childcare offer in a particular location</i>	<i>e.g., an estimate of the number of children in this location</i>	<i>e.g. in-house community research</i>

1. Appropriation of **EXISTING TECHNICAL EXPERTISE** on malaria - continued

1.2 MAPPING THE TARGETS AND SUPPORTERS OF COMMUNITY EXPERTISE

TOOL - TARGET AND PARTNER ANALYSIS TABLE

Mapping targets and partners KNOW YOUR INTERLOCUTORS AND START A CONTINUOUS DIALOGUE					
TECHNICAL SUPPORT ADVOCACY	THE PEOPLE TO BE CONVINCED		PROPOSAL OF REGULAR WORK	REQUESTS TO BE MADE TO THEM	THE SUPPORT TOOLS ADAPTED TO THE TARGET TO BE CREATED
TO KNOW WHO IS WHO to know our interlocutors and to make them adhere to our demands	NAME AND TITLE OF THE TARGET understand their level of power in achieving their goals	PROFILE and therefore positioning to be adapted	PERSPECTIVE OF INTERPRETATION AND DIALOGUE what can be expected in concrete terms	ADVOCACY BOOKLET what we think is worth asking for	NOTES/VIDEOS tools to convince
MEMBERS SERVING ON THE CCM					
NATIONAL AUTHORITIES OUTSIDE THE CCM					
SECRETARIAT / DELEGATIONS GLOBAL FUND					
CORPORATE PARTNERS					
OPINION LEADERS					
PERSONALITIES					
ARTISTS					
SPORTSPEOPLE					

KNOWING PEOPLE & ADDRESSING TARGETS TOWARDS A PERMANENT COUNTRY DIALOGUE

1. Appropriation of **EXISTING TECHNICAL EXPERTISE** on malaria - continued

1.3 STRUCTURING FIELD EXPERTISE

TOOL - METHOD FOR STRUCTURING & FORMALIZING FIELD EXPERTISE

STRUCTURING FIELD EXPERTISE ADVOCACY NOTES & GOOD PRACTICE SHEETS			
PRIORITY PROBLEMS HERE: DEMONSTRATING THE PROBLEMS	FIELD EXPERTISE TO BE FORMALIZED HERE: TO DEMONSTRATE SOLUTIONS / BEST PRACTICES	TOOLS TO PRODUCE HERE: BE PREPARED TO FIGHT BACK	DATE AND OCCASION OF BROADCAST HERE : RESPOND

**TOWARDS THE FORMALIZATION OF AN INVENTORY OF DYSFUNCTIONS IN THE FIELD
 ON GLOBAL FUND GRANTS TO SUPPORT ONGOING COUNTRY DIALOGUE**

2. Valorization of **COMMUNITY FIELD EXPERTISE** on malaria

2.1 MASTER THE PRODUCTION OF ADVOCACY NOTES AND ARGUMENTS

TOOL - METHODOLOGY FOR WRITING ADVOCACY NOTES & ARGUMENTS

The basis of all **SPEAKING** is the understanding of the context, the issues and the ability to convince.
The communication of impact on targets requires this mastery of argumentation.

Format and Objectives

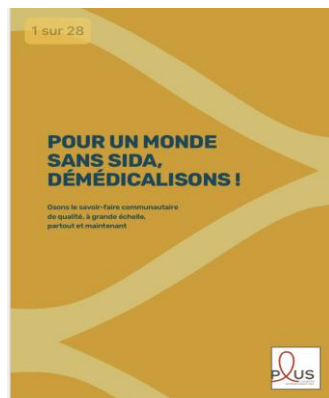
- 2 or 3 pages maximum: the goal is NOT to spend a lot of time writing an abstract and exhaustive essay but to be in the practical use
- Strengthen the expertise of advocates through further reading and research: the lobby note allows advocates to be equipped for policy dialogue
- Learn to seek information directly by connecting with resource persons, expand the network and become known as advocates
- Master strategic information and therefore be more effective in meetings with politicians.

Work prior to writing

- Identify resource persons to contact
- Active and direct research of information, survey work, bibliography

"Make the note operational "

- Adapt the note to the target audience and address problem solving
- Produce reference information, assume the position of an expert
- Identify the most frequent counter-arguments to counter them
- Be clear and unambiguous, not confusing



Content and purpose of the advocacy brief

- the note provides the arguments and key figures for the problem raised
- the brief presents the problem, the demands to remedy it and the proposals for the desired public policy change;
- finally, the note aims to strengthen the advocate's ability to synthesize and convince: be clear, concise and powerful.

Argument and counter-argument

The note is not simply a collection of information, it is a public statement

- Denunciation of a problem
- Arguments & Claims
- Proposals for solutions
- Anticipation of counter-arguments

TO REMEMBER ABOUT THIS INDISPENSABLE ADVOCACY TOOL FOR A CONVINCING AND EFFECTIVE ARGUMENTATION

The advocacy brief should be :

- **EXPERT**: written in a non-partisan but expert manner
- **RELIABLE**: referenced and credible sources
- **USEFUL**: information is not proprietary, but releasable.
- **WIDELY AVAILABLE**: beyond the circle of the convinced,
AVAILABLE (website, publications...)

Notes are essential support for advocacy meetings:

- = Ensure expertise on arguments and practice key arguments
- = Position yourself as a source of expertise and reinforce your legitimacy as an advocate
- = Anticipate counter-arguments so as not to risk being left unanswered
- = Have recent information to support your argument with key figures
- = Embody reality with telling examples and strong testimonies
- = Follow up and monitor the progress of the claims

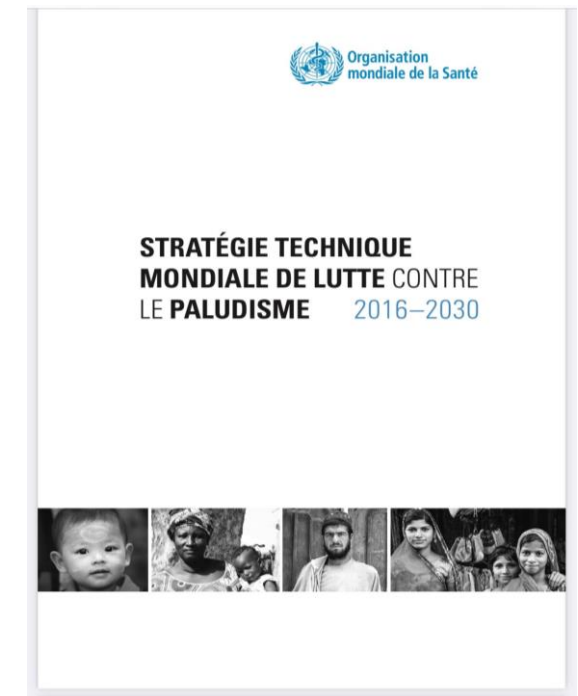
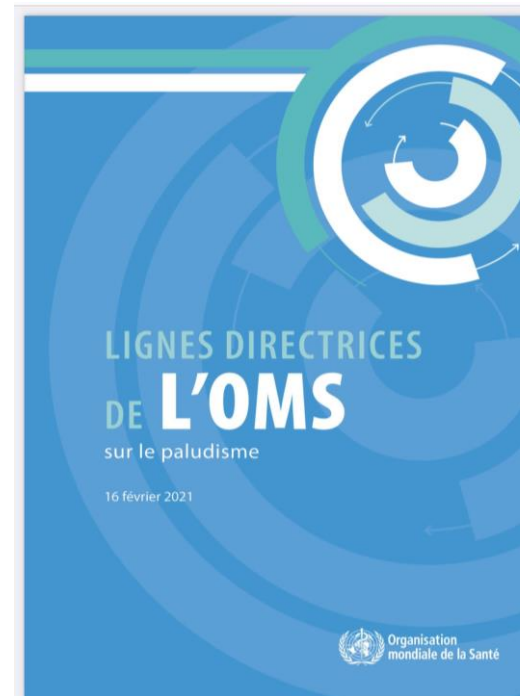
2. Formalization of COMMUNITY FIELD EXPERTISE on malaria - continued

2.2. ENSURE THE JUSTIFICATION OF THE NEEDS OF THE LAND

TOOL - SELF-TRAINING ON STRATEGIC INFORMATION ON THE EPIDEMIOLOGICAL SITUATION

All the theory exists,
It is now necessary to prove the gaps
between this theory of optimal intervention
and the reality of care on the ground, country
by country, locality by locality.

Step one:
Master all interventions
and recommendations in order to be able to
argue about deviations.



WHO UNIFIED MALARIA GUIDELINES, 2021

GLOBAL TECHNICAL STRATEGY FOR MALARIA CONTROL 2016-2030

WHO GLOBAL MALARIA CONTROL PROGRAMME

MAGICapp ON-LINE PLATFORM

Step two :

Deconstructing the abstraction and ideal in the international recommendations

LA STRATÉGIE TECHNIQUE MONDIALE EN BREF

VISION – UN MONDE SANS PALUDISME

BUTS	OBJECTIFS INTERMÉDIAIRES		CIBLES
	2020	2025	2030
1. Réduire les taux de mortalité liée au paludisme au plan mondial par rapport à 2015	Au moins 40%	Au moins 75%	Au moins 90%
2. Réduire l'incidence du paludisme au plan mondial par rapport à 2015	Au moins 40%	Au moins 75%	Au moins 90%
3. Éliminer le paludisme des pays où il y avait transmission en 2015	Au moins 10 pays	Au moins 20 pays	Au moins 35 pays
4. Empêcher la réapparition du paludisme dans les pays exempts	Réapparition évitée	Réapparition évitée	Réapparition évitée

PRINCIPES

- Tous les pays peuvent accélérer leurs efforts vers l'élimination au moyen de combinaisons d'interventions adaptées au contexte local.
- L'appropriation et la conduite par les pays, avec l'engagement et la participation des communautés, sont essentielles pour accélérer les progrès moyennant une approche multisectorielle.
- Une amélioration de la surveillance, du suivi et de l'évaluation, ainsi que de la stratification en fonction de la charge de morbidité liée au paludisme est nécessaire pour optimiser la mise en œuvre des interventions de lutte antipaludique.
- L'équité d'accès aux services de santé, en particulier pour les populations les plus vulnérables et les plus difficiles à atteindre, est indispensable.
- L'innovation dans les outils et les approches de mise en œuvre permettra aux pays de maximiser leur progression sur la voie menant à l'élimination.

CADRE STRATÉGIQUE

– Il se compose de trois grands piliers, reposant eux-mêmes sur deux éléments d'appui : 1) l'innovation et la recherche, et 2) un environnement favorable solide

Maximiser l'impact des outils qui sauvent des vies aujourd'hui

- Pilier 1.** Garantir l'accès universel à la prévention, au diagnostic et au traitement du paludisme
- Pilier 2.** Accélérer les efforts vers l'élimination et vers l'obtention du statut exempt de paludisme
- Pilier 3.** Faire de la surveillance du paludisme une intervention de base

Élément d'appui 1. Mettre à profit l'innovation et développer la recherche

- Se servir de la recherche fondamentale pour stimuler l'innovation, et la mise au point d'outils nouveaux et améliorés
- S'appuyer sur la recherche sur la mise en œuvre pour optimiser l'impact et le rapport coût/efficacité des outils et stratégies existants
- Agir pour faciliter l'adoption rapide de nouveaux outils, interventions et stratégies

Élément d'appui 2. Favoriser un environnement propice

- Mobiliser des engagements politiques et financiers solides
- S'appuyer sur des approches multisectorielles et des collaborations transfrontalières et régionales
- Assurer la gestion de l'ensemble du système de santé, y compris le secteur privé, avec un appui solide en matière de recommandations
- Renforcer les capacités pour améliorer l'efficacité de la gestion des programmes et de la recherche

Step Three:

Get a handle on the practicality and cost of implementing interventions by entering the Global Fund's technical documents

Note d'information sur le paludisme

LE 30 SEPTEMBRE 2019

 Le Fonds mondial

Manuel du cadre modulaire

OCTOBRE 2019

 Le Fonds mondial

The Modular Framework Manual provides a detailed record of all necessary interventions and is the basis for comparing what is funded in grants with what should be funded and for monitoring field priorities.

2. Formalization of COMMUNITY FIELD EXPERTISE on malaria - continued

2.3. TO TAKE OWNERSHIP OF THE DECISION MAKING PROCESS ON MALARIA WITHIN AND OUTSIDE THE COUNTRY

TOOL - OFFICIAL POSITIONING & RISING INFLUENCE

KNOW HOW TO ALERT IN ROUTINE

MECHANISM FOR ALERTING AND RELAYING DEMANDS FROM THE FIELD

USE OF THE CCM AS A PLATFORM PLATFORM FOR DEMANDS	PERMANENT COUNTRY DIALOGUE FRAMEWORK WITH THE GF	DIALOGUE WITH NATIONAL AUTHORITIES OUTSIDE THE CCM	TECHNICAL MEANS OF INFORMATION OF THE TARGETS
DATES/PERIOD OF CCM PREPARATION OF MEETINGS	ADVOCACY MEETINGS LIVE WITH THE GLOBAL FUND	NATIONAL ADVOCACY MEETINGS	DIALOGUE TOOLS

Towards the formalization of a directory of dysfunctions in the field for feedback and problem solving on MF grants and national policies

AREA 3 To accompany the creation of a continuous dynamic of militant mobilization, effective for the feedback of the needs and proposals of the communities

Prove and justify your change strategies

1. Formalization of the demands for an EFFECTIVE PARTICIPATION of the leaders in the decision-making authorities

1.1 FIGHTING FOR THE PROPER FUNCTIONING OF THE CCM & STRATEGIC MONITORING COMMITTEE

-> Advocate for recognition of malaria representatives on the CCM

1.2 SUCCESSFULLY INTEGRATE COMMUNITY PRIORITIES INTO GLOBAL FUND GRANTS

-> Methodology for developing a community priority interventions guide

2. Ownership of the work plan for a REGIONAL GROUP of community advocacy experts

-> Methods and tools for organizing as an effective multi-country working group

3. Accompanying REPROGRAMMATIONS of Global Fund concept notes and national strategic plans

-> Establish the financial justification of needs and ensure ongoing dialogue on budget monitoring for the fight against pamu in the country

Professional advocacy allows civil societies to demonstrate that their expertise is invaluable in improving the impact of national policies.

ADVOCACY IS NOT ONLY DENOUNCING, IT IS BUILDING SOLUTIONS

1. Formalization of DEMANDS FOR EFFECTIVE PARTICIPATION in decision-making bodies

1.1 FIGHTING BACK FOR THE PROPER FUNCTIONING OF THE CCM & STRATEGIC MONITORING COMMITTEE

TOOL - ADVOCATING FOR RECOGNITION OF MALARIA REPRESENTATIVES AT THE CCM

Strategic axes in the RIPOSTE intervention logic
For a regional voice of malaria representatives that is both vulnerable and victorious

I. POSITIONING, RECOGNITION AND ROOM FOR MANAGEMENT OF THE MALARIA REPRESENTATIVES IN THE POLITICAL DIALOGUE

To advocate for an effective contribution, we must first organize what we consider to be, in advance, the right conditions for participation

* Preparatory work for this axis based on an analysis of the current functioning of the CCM* Routine dialogue between malaria representatives and the CCM/FM :
from the point of view of the malaria representatives:

" WE COMMUNITY REPRESENTATIVES OF MALARIA
CLAIM EFFECTIVE PARTICIPATION IN THE CCM"

"WE COMMUNITY MALARIA REPRESENTATIVES,
ENSURE THE FEEDBACK FROM THE FIELD"

-> Formalization of a series of internal demands to each national coordination body will be addressed as the launch of a broader work site around the voice of people affected by malaria. Here, assuming to carry a project that denounces the lack of consideration of community representatives, RiPOSTE assures its objective of better taking into account malaria representatives by proposing concrete changes to be made in each CCM.

For example: position of CPP per category of PC, systematic inclusion in strategic monitoring committees, regular field visits by the CCM, workshop for CCM members on deconstructing representations regarding the trivialization of malaria, sharing of advocacy notes on field interventions.



-> Formalization of the field dysfunction reporting mechanism provided for in RiPOSTE: problem solving and effective support for priorities make it possible to create a monitoring and evaluation framework for PC grants from the community perspective
>> Setting up monthly RiPOSTE/CCM/FPM meetings: tripartite telephone meeting to create a regular working dynamic outside the formal time of the CCM: this is where we need to draw on the concrete support of the FM to strengthen the consideration of the expertise of the CPPs and to accompany the setting up of activities geared towards health impact (versus the current reality).

>> Setting up regular field visits of the strategic monitoring committee with malaria representatives to embody advocacy priorities and consolidate knowledge of priority community strategies to be put in place: this is where we need to enhance the value of our actions in order to demonstrate that what we are asking for is contributing to the acceleration of the response for the communities (as opposed to the evidence of the health catastrophe)

* Monitoring of priorities and advocacy:

"THE COMMUNITY REPRESENTATIVES OF MALARIA, ARE WAITING FOR VISIBLE RESULTS, EXPECT VISIBLE RESULTS"

- > Formalizing the monitoring and evaluation framework for GF grants from the point of view of malaria representatives: improving dialogue makes it possible to count progress or report inaction
- >> Establishment of strategic partnerships and concerted actions to serve the advocacy of malaria representatives: showing support for PC community action must be matched by action from partners and partners in support.

- >> Setting up a framework for the revalidation of advocacy by monitoring efforts to structure community mobilization: duties of malaria representatives towards their community (from beneficiaries to advocacy actors)
- > Conducting community mobilization campaigns to strongly support the political dialogue led by the malaria representatives from the grassroots: this is where we ensure the strength and therefore the credibility of community advocacy (malaria representatives as guides to social transformation)

II. ADVOCACY EXPERTISE FOR HIGH IMPACT RESULTS ON THE HEALTH AND RIGHTS OF PC'S

Advocating now for the acceleration of high-impact PC interventions means first of all organizing what we consider to be, beforehand, the right conditions for field work:

- Advocacy campaign on the status of peer educators as a demonstration of improved impact of PC funding
 - > For example: design of an advocacy campaign with a highlight on the first May 1st "fieldwork celebration"/visibility; event to demand a law to protect fieldworkers-rights defenders who are peer educators.
- Construction of country sheets and community invoices: strategic information for claims by category.
 - Why there is a need for X, how much X costs to implement and how to implement X in the short term.
- Production of tools to enhance the value of field expertise in the service of claims by category of people concerned.
 - > Dissemination of good practice sheets resulting from a capitalization intended for priority advocacy actions (e.g., stopping the use of condoms as proof of crime)
 - > Look at how X works, why it is an urgent practice to replicate/change, the benefits in terms of impact on the people concerned
- Production of advocacy materials and tools to support policy dialogue (advocacy brief, communication, activist materials)
 - > Making your voice heard within the possibilities of the contexts (but to the maximum of those possibilities).



WITH THE WORKSHOP ON STRUGGLES: DIAGNOSIS ON THE EFFECTIVENESS OF PARTICIPATION; SUPPORT TO ACTION PLANS FOR AN EFFECTIVE CONTRIBUTION OF COMMUNITIES IN DECISION-MAKING BODIES; DRAFTING OF PROJECTS.

1. Formalization of **DEMANDS FOR EFFECTIVE PARTICIPATION** in decision-making bodies – continued

1.2 SUCCESSFULLY INTEGRATE COMMUNITY PRIORITIES INTO GLOBAL FUND GRANTS

TOOL - METHODOLOGY FOR DRAFTING A GUIDE TO PRIORITY COMMUNITY INTERVENTIONS

Formalizing expertise for advocacy purposes requires comprehensive documentation of the cost of field interventions.

It is useful to produce a guide to priority interventions for CCMs, Portfolio Managers, consultants writing concept notes, and anyone with power in Global Fund governance and a strong desire to see theoretical recommendations aligned with actual funding for malaria control in countries, location by location.

This document, which is written in the same format as the grant application, allows the Global Fund to return to its original philosophy of starting from reality and understanding the comprehensiveness of needs. besoins. This document makes it possible to counter the prevailing logic on the use and distribution of available funds, which prevents the comprehensiveness of needs from being quantified.

By mastering the details of the missing funds to achieve large-scale results, it becomes possible to start from the needs, without masking the extent of the necessary funding



The field must be financed to meet the challenges.

In order not to make do with the available money but to ask for the necessary money, the only reliable interlocutors are the community experts.

IT IS UP TO US TO ESTABLISH THE COST OF OUR FIGHTS.

2. Appropriation of the WORK PLAN of a REGIONAL GROUP OF MALARIA EXPERTS

OUTLINE OF THE REGIONAL ACTION PLAN OF THE FIGHT WORKSHOP FOR ISA

Methods and tools to organize as an effective multi-country working group

Facilitate a multi-country EXPERTISE & ADVOCACY Working Group

TOOL - PLANNING REGIONAL MALARIA ADVOCACY WORK

Work effectively as a regional group of African advocacy experts
To guide the Health IMPACT by working to effectively coordinate the removal of barriers
access to care and rights of people infected and affected by malaria

3 objectives of an African EXPERTISE & ADVOCACY Working Group

- TO MASTER AND SHARE PROGRAMMATIC AND BUDGETARY NEEDS IN THE FIGHT AGAINST MALARIA
- TO ENHANCE THE VALUE OF FIELD ACTORS WORKING ON MALARIA
- TO OBTAIN FUNDING FOR FIELD PROGRAMS WITH A HIGH IMPACT ON MALARIA

1. TO UNDERSTAND AND SHARE THE PROGRAMMATIC AND BUDGETARY NEEDS OF MALARIA CONTROL AND TO ESTABLISH ITSELF AS AN EXPERT

→Monitoring and coordinating the dissemination of strategic information concerning the fight against malaria **in the African region**
→Capacity building in professional advocacy and coordination of a growing **capacity to influence**
→Capitalization of cases of preventable deaths and on **good practices** to face them in order to support a strong dynamic of mobilization from the field

2. PROMOTE FIELD ACTORS WORKING ON MALARIA FOR NATIONAL RECOGNITION AND SCALING UP OF

FUNDING

→To highlight, to national and regional authorities, the reality of the obstacles to effective malaria control experienced by community actors and the people concerned
→To coordinate a strong regional advocacy on the improvement of working conditions in the field, which are crucial to quality malaria prevention and care
→ Create operational and budgeted national mobilization plans in partnership with national authorities

3. GET FUNDING FOR HIGH-IMPACT FIELD

PROGRAMS ON MALARIA

→To highlight, to national and regional authorities, the reality of the obstacles to effective malaria control experienced by community actors and the people concerned
→To coordinate a strong regional advocacy on the improvement of working conditions in the field, which are crucial to quality malaria prevention and care
→Create operational and budgeted national mobilization plans in partnership with national authorities.

WITH "L'ATELIER DES LUTTES":

Support the remote facilitation of working meetings and monitor the production of content

3. Obtaining REPROGRAMMATIONS OF CONCEPTUAL NOTES & NATIONAL STRATEGIC PLANS

TOOL - ESTABLISH FINANCIAL JUSTIFICATION OF NEEDS AND ENSURE DIALOGUE ON BUDGET MONITORING OF THE FIGHT AGAINST MALARIA IN THE COUNTRY

Advocacy involves becoming an expert in budget monitoring in order to be able to control the share of national funding allocated to the fight and the share of multilateral funding from which the country benefits. Without visibility on these two budgets, it is not possible to establish programmatic and financial gaps. Becoming a professional advocacy association therefore requires training in budget analysis to understand the details of the national budget and the Global Fund grant.

This strategic budget information is the basis for future advocacy: :

- > Suggest better use of available funds and advocate for OPTIMIZATION of resources
- > Clarify gaps and advocate for INCREASED funding for high-impact community activities

This work of structuring budget analysis for advocacy purposes towards an ongoing dialogue on the use of allocated resources is based on three capacities to be developed by community associations:

- > Ability to formalize community BILLINGS of high impact activities and model evidence of impact of field
- > Ability to propose optimization scenarios for available resources and IMPACT PROJECTIONS for accelerated field interventions
- > Ability to justify budgetary GAPS towards epidemic control



PROFESSIONALIZE YOUR ADVOCACY = BECOME AN EXPERT IN BUDGET MONITORING

THIS BUDGET MONITORING EXPERTISE IS THE BASIS FOR STRATEGIC DISCUSSIONS :

- AT THE CCM LEVEL, BY MONITORING GRANT BUDGET PERFORMANCE AND PROPOSING REPROGRAMMING
- THE GLOBAL FUND SECRETARIAT AND THE TECHNICAL PROPOSAL REVIEW COMMITTEE (TRP) BY CLARIFYING GAPS TO SUPPORT OPTIMIZATION OF THE USE OF RESOURCES AND SUPPORT REPROGRAMMING BY PROVIDING QUANTIFIED NEEDS FEEDBACK
- AND THE MINISTRY OF HEALTH BY ALIGNING PROGRAMS AND THEIR COSTS WITH NATIONAL COVERAGE OF NEEDS.

CONCLUSION & PROFESSIONALIZATION ASSESSMENT

The appropriation of a long-term advocacy structuring logic, the first area of professionalization

Following the sharing of this series of methodological tools for the organizational structuring of advocacy, now perceived as a function in its own right in associations, the WORKSHOP OF FIGHTS stands by your side, resolutely committed to the community base, in order to enter a second area of professionalization: to be able to construct justifications and proofs of the effectiveness of advocacy action, to ensure a monitoring-evaluation specific to the advocacy carried out with regard to its internal structural development.

PREPARE FOR ACTION,
ACT AND DEMONSTRATE THE IMPACT OF ADVOCACY EFFORTS,
SECURE FUNDING FOR SUSTAINABLE ADVOCACY

Once the strategic development and internal functioning of advocacy are routine, and the management of advocacy and dedicated human resources have been put in place, a third area of professionalization comes into play, namely the financial management of advocacy, the control of financial needs for operations and activities related to influence activities.

An association that has become fully professional in advocacy will then be able to conduct advocacy, evaluate it and achieve results.

You have to act as if
it were possible to
radically transform
the world. And you
have
to
do
it
all
the
time.

Angela Davis



2021
PRACTICAL TRAINING GUIDE
ADVOCACY TECHNICAL SUPPORT TOOLKIT
PROFESSIONALLY APPLYING
THE COMMUNITY PRINCIPLE
"NOTHING FOR US WITHOUT US "

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